ABSTRACT

PT Insan Agritama Teknologi or commonly called Inagri is a company that represents a vegetable supplier service to restaurants, hotels and catering. Inagri has a positioning in the form of a startup that gives customers the convenience of ordering, having various commodities, and affordable prices. But in reality it is not in accordance with what is offered. This is known because of the decline in customers every month because customers do not forward orders to Inagri. Based on interviews with several customers from interviews with several customers from Inagri, one of them was Fameals Cathering and Mie Baso Ramdan, which stated that the time of delivery of fresh food was still late and there was no notification of commodity stock.

In this study the attributes of 10 respondents were extracted so that 10 attributes were obtained, namely delivery, quality, price, guarantee and policy, flexibility, supplier performance history, various commodities, ease of ordering, easy communication system, availability of materials. In this study 80 respondents were involved, namely customers who owned restaurants, catering and hotels, then the results of the questionnaire recapitulation were then used as input data for processing MDS data using SPSS 25.

The results obtained in this study are in the form of perceptual mapping that describes the position of PT Insan Agritama Teknologi or Inagri compared to its competitors. There are nine weak attributes of Inagri, when compared to its competitor Tani Hub. Therefore, there are recommendations for improvements to each of the Inagri attributes improvements that can be implemented by Inagri in order to increase the brand image they have.

Keywords: Inagri, Perceptual Mapping, Multidimensional Scaling.